Choosing Between the RealOne Player and the Embedded Player

Historically, content providers had two main choices for playing Real media: launching RealPlayer, or displaying a web page with an embedded RealPlayer control (Internet Explorer ActiveX or Netscape Plug-in). With the introduction of RealOne Player, these choices are still available, but the RealOne Player now provides a broad set of new options that make it the preferred way in almost every circumstance. RealOne Player is now fully customizable and supports complete integration of Web HTML-based assets and business models. In addition, RealOne Player improves consumer usability and increases content stickiness through its new optional 3-pane display capabilities.

Authoring in RealOne Player

- **Content Stickiness**. By utilizing RealOne's 3-pane presentation model, content providers create a cycle of consumption for the consumer. Related information and web browsing drive continuous media discovery and use.
- **Dynamic, Immersive Experiences**. Content providers can create immersive media experiences and powerful new applications in RealOne Player. Instead of producing a single media clip, content authors can create a fully media-centered environment in which the consumer can explore, learn, purchase, and be entertained.
- **New Advertising Opportunities.** Advertisers can place more targeted, related advertising in the Related Info area that complements, rather than detracts from the content. RealOne also enables consumers to learn more and even complete e-commerce transactions in the browser pane without stopping or distracting from the media experience.
- **No Custom Development.** Significant custom web development would be required to simulate the 3-pane experience with an embedded player. In fact, a handful of content providers have developed additional applications to enable this experience, requiring both substantial investment and that their users download another application in addition to the media player. This paradigm is easy to author for without custom development in RealOne Player.
- **Skins**. Instead of using a limited, rectangular HTML window, content providers can create custom skins to create a unique experience with branding that can persist even after users have left their site.
- **Reduced testing.** Instead of having to test for various versions of Netscape, AOL browser, Internet Explorer and Opera, content providers can ensure that users' experiences will be consistent and reliable with RealOne Player.

Consumer Features Only Available in RealOne Player

The Embedded Player disables access to many important usability and personalization features available in RealOne Player:

- **Video resizing**
- **Keep media window on top while playing**
- **Video controls**
- **Audio equalizer**
- **Add clip to favorites**
- **Add clip to playlist** to enable queuing of multiple media clips
- **User or content author selectable skins**
- **Theater and Toolbar modes**
- **Visualizations**
- **Enhancement plug-ins**, such as 3-D sound

Consumer Usability Issues with the Embedded Player

In addition to lacking features, the Embedded Player creates usability issues that make consuming content less enjoyable.

- **Multi-tasking.** When embedding the player in a full-page HTML document, the user cannot continue to browse other pages or use other applications while viewing content. This significantly limits his or her ability to multitask, reducing the times that the user will want to play content.
- **Pop-up Management.** If the embedded player shows in a pop-up to enable multi-tasking, usability problems arise:
    - Consumers have a hard time with window management and controlling which is visible
    - Consumers repeatedly complain about the annoyance and distraction of pop-ups
    - Many consumers have automatic pop-ups disabled
- **Familiarity**. Each site's implementation of the embedded player is different, and the lack of familiarity creates barriers to quickly playing and interacting with content. As users become familiar with RealOne Player, they will immediately know how to interact with media and contextual information without requiring retraining at every site that uses a different embedded player layout.
- **Consistent Controls.** Occasionally sites will inadvertently neglect controls such as volume, pause, progress bar, or time stamp. RealOne Player ensures that these important controls are available.

Just as consumers will gravitate towards content they enjoy, they will also move to the environment that gives them the best experience. As consumers adopt and embrace RealOne Player, they will move away from any media that doesn't allow them to use it to the full extent.

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